

“The best sales material I have ever seen” Business Development Manager

“Excellent materials for the sales team” Sales Manager

“Very good, not too technical, it concentrates on business solutions and benefits”
Account Manager

“We start the workshop with Product people, Sales people and Marketing people all having different views about what the product is, what its key features are, and what the business benefits are. By the end of the workshop we all agree on the same set of key messages, and then you go away and document these in an attractive and usable way so that they are available for the entire worldwide Salesforce.”
Product Manager

“Very good learning tool. I have been in the company a month and I learnt more from the Sales Guide than all the other brochures and papers I have seen” new Account Manager